

Clark County
Quit Line Data Summary
January 1 - March 31, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 267	N = 4,042
Percent of Statewide Calls	7.8%	100.0%
Percent of State Population in County¹	5.9%	100.0%
	County %	State %
Gender	N = 258	N = 3,581
Female	61.6%	62.2%
Male	38.4%	37.8%
Race/Ethnicity	N = 238	N = 3,087
People of Color	9.7%	12.9%
White	90.3%	87.1%
Age	N = 254	N = 3,298
Less than 18 years old	2.8%	1.8%
18 - 24 years old	20.5%	14.6%
25 - 34 years old	25.2%	23.1%
35 - 44 years old	25.6%	27.0%
45 years and older	26.0%	33.5%
Education	N = 244	N = 3,197
Did not graduate high school	19.3%	19.2%
High school graduate	38.1%	32.7%
Some college/vocational school	35.2%	36.6%
College graduate	7.4%	11.4%
Caller Type	N = 265	N = 3,656
General Information	5.3%	9.4%
Health care provider	1.5%	3.2%
Tobacco user	93.2%	87.4%
Payer Type	N = 186	N = 2,529
Insured	32.3%	36.7%
Uninsured	37.6%	29.6%
Medicaid	30.1%	33.7%
Heard About	N = 236	N = 3,148
Past caller	7.2%	9.1%
Employer/worksites	0.4%	0.7%
Health care provider	19.9%	24.8%
Television	26.3%	18.3%
Outdoor advertisement (billboard/bus/wall)	2.5%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	4.2%	1.9%
Newspaper/Magazine	0.4%	2.5%
Brochure/Newsletter	7.6%	8.2%
Family or friend	27.5%	24.2%
Health Department	3.0%	4.5%
School	0.8%	0.7%